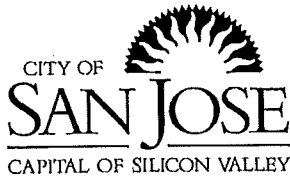


POA 45

COUNCIL AGENDA: 8-7-12
ITEM: 3.6 (b), (d), (e)



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: COUNCILMEMBER
NANCY PYLE

SUBJECT: RETAIL SALES AND USE
TAX MEASURE

DATE: August 6, 2012

APPROVED:

DATE:

8/6/12

RECOMMENDATION:

- 3.6(b) Approve placing the San Jose Sales and Use Tax Measure on the November 6, 2012 ballot as recommended
- 3.6(d) Allow members of the City Council to submit arguments in favor of the Sales and Use Tax Measure
- 3.6(e) Allow the submission of rebuttal arguments

ANALYSIS:

The decision to place a tax measure on the November ballot will give our residents the opportunity to decide if they support a sales tax increase for the City.

Item 3.5, Service Level Restoration Priorities, gives Council the opportunity to prioritize services they would like restored (more police services, library and community center hours, street repairs) BUT none of these restorations will happen if a sales tax measure is not passed.

Increased revenue has always been a key part of the Council approved Fiscal Reform Plan.

If the State, County and City sales tax measures all pass – the city's sales tax will be 9.25%, the same rate charged until July 2011 when the state failed to extend their 1% sales tax.

As elected officials of the City of San Jose, we are here to do what is best for San Jose. A half percent CITY sales tax increase directly benefits the City.

The Staff memo recommends we place Sales and Use Tax Measure on the ballot in November. With political leadership and support, staff believes the voters will support a San Jose Sales and Use Tax Measure too.